

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System on the date shown below to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: April 11, 2008/ Kimberly Webb /
Kimberly Webb**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Kenneth A. Moss, *et al*

Examiner: Matthew L. Hamilton

Serial No: 10/749,653

Art Unit: 3622

Filing Date: December 31, 2003

Title: PAID INCLUSION LISTING ENHANCEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION DATED JANUARY 11, 2008

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.